

Dylan Loh and Andrew X Reveal...

Project Covert Persuasion

Volume Two

Persuasion in Internet Marketing



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Project Covert Persuasion

Volume Two: Persuasion in Internet Marketing

Table of Contents

INTRODUCTION

SECTION ONE: Persuasive and Profitable Pages

Pre-Sell Pages

Landing Pages

Review

Story Telling

Opt-in or 'Squeeze' pages

SECTION TWO: PPC and Persuasive Adwords

Adwords

Constructing Persuasive PPC Campaigns

Writing Compelling and Persuasive Text Advertisements

SECTION THREE: Persuasion in Article Marketing

Article Marketing

Persuasive Article Titles

Article Body

Article Resource Box

SECTION FOUR: Niche Marketing and Inherent and Active Persuasion for Massive Profits

Niche Marketing

The Ideal Niche Market

Keyword Research

Drive Traffic through PPC

Drive Traffic through Article Marketing

More Keyword Search Tools

CONCLUSION

INTRODUCTION

When it comes to persuasion in any form of marketing, the crux of the matter may really be described as ‘frame of mind’. Are you dealing with the idle interest of the passing webpage visitor, the speculative mindset of the potential customer or prospect, or the active interest and pique of the imminent purchaser? More importantly, how do you turn a visitor into a prospect, and a prospect into a purchaser? Well, these are the very aspects of powerful persuasion in Internet Marketing that will be uncovered and explicated for you today in this comprehensive Volume 2 of Project Covert Persuasion.

Now, to consider ‘frame of mind’ in the purchasing decision-making process a little further, just so we can really emphasize this pivotal point being made first up, consider these two scenarios for a moment, and judge which of the two is more likely to be the purchasing scenario:

A person who goes straight to a car sales room and makes the purchase straight off the bat, no questions asked;

OR

A person who heads straight to a sales promoter, who explains and talks about the features and benefits of the car, and *then* the customer makes the purchase.

Which is more likely, a customer accepting a car's given specs and price with no questions asked buys a car, or customer who questions a sales agent and feels like their obtaining a great deal gets the car? It's really a no brainer.

You see, in this case, the sales promoter plays a determining role in persuading the prospect to buy the car. Their role is to entice, converse, and convince the customer to purchase, and each and every element of this process is very important as nobody like to be sold. You will have to be specific and bring out the benefits of the product you are selling, and emphasize how it can solve the problems your prospects are facing.

It is more about how you can give it a personal touch and use your persuasion skills to make them agree with you've got to say. And so, the result is that they willingly buy your product.

Every car, and every product, has its similarities and its differences to other available products on the market. It's a rarity to find a completely "unique" product, and when you do, the price is accordingly very high to reflect its exclusivity. If your product is similar to other available products in any salient way at all, then the onus is one you, the persuader or the sales agent or vendor, to convince your prospects that yours is the superior product. Every car has its own basic functions and benefits, and sure, you can outline these specs and talk them up to the prospect. But it is how you are able to *persuade* and convince your customers that you are much better than your other

competitors, and how you can prove to them that they have made the wiser decision by buying your product, that really hits the sales nail on the head. As discussed in Volume 1 of Project Covert Persuasion, a vast amount of persuasion, for commercial purposes or otherwise, is predicated on emotional factors. You need to woo the prospect, help them to feel smarter for buying your product, luckier for finding your product, more likely to be successful by implementing your product. You can rationalize and explain to assist your persuasion, but at the end of the day a huge amount of the decision-making process hinges on the irrational and the emotional.

In this second Volume of Project Covert Persuasion, you are going to discover how to implement all the tricks and secrets of powerful and effective persuasion you uncovered in Volume 1 directly into the field of Internet Marketing. You are going to become a master at sales seduction, a lord of purchasing persuasion. In this Volume, we're going to expose, in detail, how to apply killer persuasive techniques to various webpage typologies and components, PPC construction and implementation, and also article and niche marketing. Let's get to it!